MILITARY
INVENTORY MAINTENANCE PROGRAM

Outline Summary:

. Week of 11/23 - Announce to Military Accounts

. During the period 12/7-30/87 -

Buy 300% of an average week's shipments then get up to an additional 300% of an average week's shipment with .60/M (12 cents per carton) and 14 days' extra dating.

. Est. Unit Impact - — 25 & 30%

3 average weeks = 270
3 add'l weeks = 270
Total Unit Offer = 540 million units

. Est. Financial Exposure to PM

270 million units @ .60/M = $165,000

they also have a December coupon program to support it.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjwj0004